

ABSTRACT

A metal colloid luster color material having an unique appearance without using any organic color material that is
5 deficient in weather resistance as the coloring component is obtained.

The present invention is a metal colloid luster color material, in which a surface of a core material being a metal flake or an inorganic flake etc. is covered with a metal species
10 of a metal colloid particle selected from the group consisting of gold, silver, and copper. This metal colloid luster color material is obtained by causing a metal colloid particle in solution to undergo adhesion to a surface of a core material.